



Effect of Category Management Practices in Food Private Label

Dear Respondent

The ensuing questionnaire is to find your level of satisfaction of the Store Brands (Private labels) and your preference for choosing retail store. Your Valuable inputs will be highly appreciated.

Thanks

* Required

Store Frequently Visited (Choose Any One)

1. Reliance Fresh / Mart

Big bazaar

More

Lulu Hyper Mart

Star bazaar

Spencers

Food bazaar

Margin free

Nilgiris

V mart

Other:

Please specify if others

Gender

Male

Female

Age

Less than 30

30-35



35-40

40-45

45-50

50& above

Income

Less than 2 Lakhs

2-3 Lakhs

3-4 lakhs

4-5 lakhs

More than 5 lakhs

Occupation

Government employee

Private Company employee

Self employed

Professional

Unemployed (student, homemakers etc)

Others specify

Frequency of Store Visit

Once in a month

Twice in a month

Thrice in a month

More than three times

Email Id *

Average Amount Spent on Each Visit

Less than 1000



1000-2000

2000-3000

3000-4000

4000-5000

5000& above

Private Label Brand

Private label brands are the brands that are owned by the retailers and only available in their retail chain store. National brands are available in all shops and store. Private label brands are equally acceptable as national brands. E.g. Jam

Product (Jam)

National Brand	Private Label brand
Kissan jam (Unliver Ltd.)	Testy treat (Big bazaar)
Sil jam (Scandic India Ltd)	Feaster (More)
Fruitoman (Fruitoman)	Reliance Select (Reliance Retail Ltd)

Your monthly purchase of store brand mostly include	Column 1
Breakfast items (Oats / jam / Sauce)	
Staples (Rice / Atta pulses Spices / oil)	
Ready to Eat (Biscuits / Snacks / Bakery)	
Ready To Cook (Noodles / tea / Coffee)	
Frozen Food (green peas / Vegetables Milk products)	
Beverages (Fruits Juices)	

Questionnaire

Please choose the options from the following statement regarding the private label brand. You are required to state your agreement/ disagreement.



1. Strongly Agree (SA)
2. Agree (A)
3. Neutral (N)
4. Disagree (DA)
5. Strongly Dis Agree (SDA)

Product Assortment

Sl. No.	statement	SA	A	N	DA	SDA
1	Store has wide collection of private label products					
2	My Purchases are made on the variants available in the food category					
3	I often find new products in the store					
4	It is always easy to get all the pack sizes in the food private label in the store					
5	Number of variants is important factor that determine purchase in the food private label category					
6	The store maintains periodic food private labels in specific time of the years i.e. (Festivals, Seasons Etc.)					
7	The store has fair combination fair of Private label & national brands.					

Product Availability

Sl. No.	Statement	SA	A	N	DA	SDA
1	The products that is available at the store and not available anywhere else					
2	There is sufficient choices available in food private label					
3	The store has packs in all sizes					
4	There are new variants in the food private label category					
5	There are items out of stock on regular basis					
6	The choice for the customer is easy in food category private label.					
7	I purchase private label in the food category is made only if it is kept along with national brands					



Pricing

Sl. No.	Statement	SA	A	N	DA	SDA
1	While buying a product at the store do you feel just as you are paying more than the product's value					
2	Price is one factor that determines the brand choice in private label food category					
3	The pricing levels in the store is satisfactory in private label food category					
4	The store provides lowest pricing when compared to other superstores in private label food category					
5	Low price is not always a criteria for choosing private label food brands because of quality risk					
6	When shopping food items, I compare the prices of different brands to be sure I get the best value for money in food category					
7	I prefer private label brands in food category due to relatively high prices of national brands					



Product Presentation and Layout

Sl. No.	Statement	SA	A	N	DA	SDA
1	Food private label are easily reached without lot of searching					
2	The food private label displays in the store is attractive and appealing					
3	The display of new arrival in food private label effects my purchase decision					
4	Prominent display of the food private label in the store affects the sales of the product.					
5	Packaging of food private label plays an important role in the purchase decision.					
6	The store design (interior) is convenient and helps to find the food private label easily.					
7	The store is well designed and has good display for food private label					



Promotions

Sl. No.	Statement	SA	A	N	DA	SDA
1	The type of promotions undertaken by the store in food private label is attainable					
2	The frequency of promotions for food private label by the store is satisfactory.					
3	The promotion by the store for food private label is effective to get customer attention					
4	The offers in food private label are personalised according to the purchase pattern of the customers					
5	The store promotion enhances confidence in purchase of food private label					
6	The store promotions are effective and aid for the purchase of food private label					
7	The signage's (label, shelf tag, price tag) other promotions in the store helps in buying of food private label.					



Customer Service

Sl. No.	Statement	SA	A	N	DA	SDA
1	The service staffs in the store are prompt in serving					
2	The service staff in the store have adequate knowledge food private label and store knowledge to answer questions and queries.					
3	The customer complaint management program in the store is effective					
4	The store follows and practices adequate safety and hygiene standards.					
5	The Store informs about the new arrivals and sales promotion					
6	The store has an active CSD (customer service desk)					
7	The store responds to the customer's feedback on time					



Purchase Intention

Sl. No.	Statement	SA	A	N	DA	SDA
1	I would buy private label food products in order to save money					
2	Chances of getting a poor product is one factor that hinders my purchase of food private labels					
3	Store image is an important factor that determines the preference towards food private label					
4	Low price and good quality is the value that food private label brands offer					
5	Familiarity can enhance the confidence which determines purchase of food private label					
6	Chances of getting a poor quality product are high in purchasing the food private labels					
7	I will definitely consider buying a food private label					



Customer Satisfaction

Sl. No.	Statement	SA	A	N	DA	SDA
1	The store offers good variety of products in food private label.					
2	The store offers better prices in food private labels					
3	The store is regular and active with promotions					
4	Shelf presentation of food private label in the store is practical and attractive					
5	Food private label are always available at the store					
6	The store follows and practices adequate safety and hygiene standards					
7	Parking is never a problem at the store					



Store Loyalty

Sl. No.	Statement	SA	A	N	DA	SD A
1	The time you spent in shopping is the store is adequate and you are delighted					
2	The store is attractive for the price you pay for food items					
3	Strong brand image of store reduces the confusion of purchasing private labels					
4	Based on my experience I am happy with store					
5	Compared to other store. I am very satisfied with the store					
6	Repurchase intension of private label has increased because the disparity in the food category has reduced by private label.ie (Low price and good quantity)					
7	Private label in food had decreased the dependence on national brands					
8	I consider myself to be loyal to the store					
9	My regular store would be my first choice when I want to buy something					
10	I will not buy from other store even if there stores are near to me					
11	I am satisfied with my previous purchase I made at the store					
12	I have a loyalty card membership of the store					